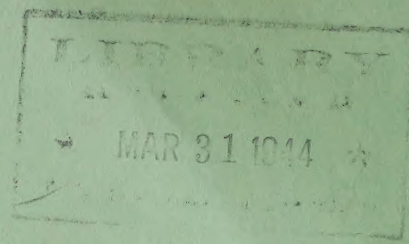


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1943



HARDY PRIMULA LIST.

THE OREGON FLORISTS' SEED COMPANY.

WHOLESALE ONLY.

COTTAGE GROVE, OREGON.

WITH THE ORGANIZATION OF THE "PRIMROSE SOCIETY," IN PORTLAND, ORE. AND THE PLAN TO MAKE IT A NATIONAL AFFAIR, THE GROWER WHO ANTICIPATES A STRONG DEMAND FOR THESE EARLY BLOOMING AND BEAUTIFUL PLANTS, WILL NO DOUBT SELL OUT EARLY.

THIS SPRING, THOSE OF YOU WHO HAD PLENTY OF PLANTS WERE SOLD OUT AND HAD CUSTOMERS BEGGING FOR MORE. SO—BE SURE TO ORDER EARLY AND TO ORDER ENOUGH SEED.

* 3989***PRIMULA POLYANTHUS HYBRIDS. "FLOWER VALLEY STRAIN" VERY HARDY AND A VERY SATISFACTORY GROWER. HAS THE BOUQUET STYLE OF BLOOMS AND THE FLOWERETS ARE CLOSE SET IN BUNCHES. COLORS INCLUDE ALL OF THE FINE DELICATE PASTEL SHADES, SHARP WITH NO WASHED OR FADED SHADES. COMPACT GROWING HABIT MAKES THIS VARIETY WELL ABLE TO WITHSTAND SEVERE WINTER CONDITIONS AND RAINS. TRADE PACKETS 50¢: ¼ Oz. \$1.25; ½ Oz. \$1.50; 1 Oz. \$4.00

* 3773***PRIMULA VULGARIS. THE TRUE ENGLISH PRIMROSE. VERY HARDY. LARGE BLOOMS THAT ARE SWEET SCENTED. COLORS OF THESE HYBRIDS ARE LILAC, BLUE, VIOLET, PURPLE, CREAM, WHITE, PINK, RED, YELLOW AND ORANGE. TRADE PACKETS 50¢: ¼ Oz. \$1.25; ½ Oz. \$2.00; 1 Oz. \$4.00.

HARDY PRIMULAS HAVE APPROXIMATELY 19,000 SEEDS TO THE OUNCE.

* 3642***PRIMULA AURICULA. PRIZE FLORISTS' SHOW MIXTURE. MANY FINE BRIGHT COLORS WHICH INCLUDE A SOFT BLUE, PURPLE, ORANGE COPPER, COPPER BROWN AND PASTEL SHADES. THIS IS THE SMOOTHE LEAFED VARIETY WHICH GIVES IT A VERY NOVEL APPEARANCE. BLOOM VERY EARLY. TRADE PACKETS 75¢: ¼ Oz. \$3.00; ½ Oz. \$6.00; 1 Oz. \$10.00.

* 3654***PRIMULA CASHMIRIANA. CONSIDERED TO BE ONE OF THE FINEST OF THE HARDY PRIMULAS, THOUGH A TIMID BLOOMER. ROUND HEADS OF LILAC LAVENDER BLOOMS BORN ON STRONG 10" STEMS. VERY FINE FOR ROCK GARDEN WORK AND PERFECTLY HARDY. TR. PKT. \$1.00; 1/16TH OZ. \$4.00; ¼ Oz. \$10.00

* 3651***PRIMULA BULLESIANA. A TALLER VARIETY OF THE EARLY BLOOMING PRIMULAS. GROWS ABOUT 15 TO 18 INCHES TALL, BEARING BEAUTIFUL, ERECT HEADS OF BLOOMS IN BLUE, RED, ROSE AND ORANGE. EXTREMELY EFFECTIVE WHEN PLANTED IN SOLID BEDS. TR. PKT. 75¢: ¼ Oz. \$3.00; ½ Oz. \$6.00 AND ONE AT \$10.00

* 3650***PRIMULA BEESIANA. A VERY FINE GLOWING VELVETY PURPLE FLOWER WITH A BRIGHT YELLOW EYE. THIS VARIETY HAS WOOLY LEAVES WHICH MAKE IT AN OUTSTANDING NOVELTY AND A VERY SHOWY PLANT. TRADE PACKET 75¢: ¼ Oz. \$3.00; ½ Oz. \$6.00; 1 Oz. \$10.00.

* 3671***PRIMULA FLORINDAE. TALLEST OF ALL OF THE HARDY PRIMULAS. GROWS ABOUT 4 FEET TALL. BLOOMS FROM LATE JUNE TO EARLY AUGUST WITH LARGE CLUSTERS OF BRIGHT YELLOW BLOOMS. THIS IS THE ONLY PRIMULA THAT NEEDS FULL SUNSHINE. IT DOES WELL ON HARD HEAVY SOILS. TR. PKT. 50¢: ¼ Oz. \$1.50; ½ Oz. \$1.50; 1 Oz. \$5.00.

* 3733***PRIMULA PULVERULENTA. A LATE BLOOMING VARIETY, STARTING TO BLOOM AFTER MOST OF THE OTHERS HAVE FINISHED BLOOMING AND CONTINUING TO BLOOM UNTIL EARLY SUMMER. OUTSTANDING AS THE FLOWER STEMS ARE COVERED WITH A FINE CHALKY SUBSTANCE THAT INTENSIFIES THEIR RICH RUBY CRIMSON COLOR. WELL WORTH GROWING. TR. PKT. 75¢: ¼ Oz. \$2.75; ½ Oz. \$4.00; 1 Oz. \$8.00

* 3688***PRIMULA JAPONICA. JUNE FLOWERING. 1½ FEET TALL AND BLOOMS IN WHORLES OF LAVENDER, MAUVE, ROSE, PINK, AND WHITE. SHOULD BE IN EVERY GROWER'S STOCK. TRADE PACKET 40¢: ¼ Oz. \$1.00; ½ Oz. \$1.50; 1 Oz. \$3.00.

* ALMIX*** MIXTURE OF ALL VARIETIES. YOU MAY SPECIFY WHAT VARIETIES YOU WANT OR LET US MIX THE VARIETIES FOR YOU. TRADE PACKET 75¢: ¼ Oz. \$2.75; ½ Oz. \$4.00; 1 Oz. \$8.00.

A GOOD WAY TO START YOUR SEED WILL BE TO FREEZE IT SOLIDLY FOR 24 HOURS. START IN A FLAT WITH 1/3D CLAY, 1/3D PEAT MOSS AND 1/3D SAND. PRESS SEEDS INTO SOIL AND COVER LIGHTLY WITH SAND. START IN SHADE, KEEPING SOIL MOIST.

DO NOT BE IMPATIENT IF YOUR PRIMULAS DO NOT GERMINATE RAPIDLY AS IT TAKES ABOUT 3 TO 5 WEEKS FOR IT TO GERMINATE.

BE SURE TO ORDER ENOUGH SEED.

TO OUR FRIENDS AND CUSTOMERS:-

THIS YEAR THE PANSY SEED CROP IS SOMEWHAT SHORT, HOWEVER, WE WILL BE ABLE TO SHIP YOUR ORDERS AS THEY ARE RECEIVED.

PLEASE TAKE NOTE OF THE FINE VARIETIES THAT WE GROW AND OFFER TO YOU. ALSO, WE WOULD LIKE YOU TO START SOME OF THE VERY POPULAR VIOLAS. ONE OF OUR EASTERN CUSTOMERS TELLS US THAT HE MADE AS MUCH FROM THE VIOLAS AS HE DID FROM HIS PANSYS. ONLY FRESH NEW CROP SEED SHIPPED.

*4715 OREGON JUMBO PANSIES. EXCEPTIONALLY LARGE BLOOMS AND A FINE RANGE OF COLORS. BLOOM VERY EARLY. NOVELTY SHADES ARE INCLUDED IN THIS MIXTURE. 1/16TH OZ. \$1.25; 1/8TH OZ. \$2.25; 1/4TH OZ. \$4.00; 1/2 OZ. \$7.50; 1-OZ. \$14.00; 2-OZs. \$27.00; 4-OZs. \$47.50.

*4717 OREGON SUPER MAPLE LEAF MIXED. VERY LARGE BLOOMS AND GOOD SUBSTANCE. CAREFULLY ROGUE TO MAKE A WELL BALANCED MIXTURE. 1/16TH OZ. 85¢; 1/8TH OZ. \$1.50; 1/4 OZ. \$2.75; 1/2 OZ. \$5.25; 1-OZ. \$10.00; 2-OZs. \$18.50; 4-OZs. \$35.00.

*4719 OREGON GLORIOUS MIXED PANSIES. FROM THE FINEST STRAINS OF PANSIES THAT WE GROW. A GLORIOUS STRAIN. 1/16TH OZ. 75¢; 1/8TH OZ. \$1.25; 1/4 OZ. \$2.25; 1/2 OZ. \$4.00; 1-OZ. \$7.00; 2-OZs. \$13.00; 4-OZs. \$24.00.

*4718 OREGON SUPER SWISS PANSIES. OUR OWN ORIGINATION OF THE FINEST SWISS STRAINS. HUGE IN SIZE, FLOWERS HAVE GOOD SUBSTANCE AND EXCEPTIONAL COLOR. 1/16TH OZ. 75¢; 1/8TH OZ. \$1.25; 1/4 OZ. \$2.50; 1-OZ. \$9.00; 2-OZs. \$16.50; 4-OZs. \$32.00.

*4727 OREGON FLOER. FOR GREENHOUSE USE ONLY. MOSTLY DARK COLORS AND NICELY RUFFLED. 1/16TH OZ. 75¢; 1/8TH OZ. \$1.25; 1/4 OZ. \$2.25; 1/2 OZ. \$4.25; 1-OZ. \$8.00.

SOLID COLOR CLASS.

*4723 OREGON GOLDEN QUEEN. LARGEST GOLDEN YELLOW WITH BROWN CENTER.

*4724 ALPINE GLOW. FINEST LARGE RED & ROSE SHADES. JUST BEAUTIFUL.

*4729 OREGON BRONZE. GIANT RUFFLED BRONZE WITH YELLOW CAST.

*4725 OREGON INDIGO KINGS. HUGE LIGHT BLUE AND LAVENDER SHADES.

1/16TH OZ. 65¢; 1/8TH OZ. \$1.00; 1/4 OZ. \$2.00; 1/2 OZ. \$3.75; 1-OZ. \$7.00

MONEY MAKER CLASS.

*4733 OREGON BLACK PRINCE. NEARLY BLACK—PURPLE.

*4738 ELK'S PURPLE. THE LARGEST ELK'S PURPLE OBTAINABLE ANYWHERE.

*4731 OREGON'S MT. HOOD. LARGEST PURE WHITE. FINE BEDDER AND OUTSTANDING.

*4739 OREGON BRONZE. VERY LARGE. SHADES THAT WILL MAKE YOU FRIENDS.

*4740 OREGON PACIFIC YELLOW. IMPROVED FINE LARGE YELLOW.

EACH: 1/16TH OZ. 65¢; 1/8TH OZ. \$1.00; 1/4 OZ. \$1.75; 1/2 OZ. \$3.25; 1-OZ. \$6.00

VIOLA CORNUTA. PERENNIAL.

ADMIRATION. FINE LARGE PURPLE. TR. PKT. 35¢; 1/4 OZ. \$1.25; 1-OZ. \$4.00.

APRICOT. VERY LARGE APRICOT. TR. PKT. 35¢; 1/4 OZ. \$1.25; 1-OZ. \$4.00.

ARKWRIGHT RUBY. MAROON SCARLET. TR. PKT. 40¢; 1/4 OZ. \$1.25; 1-OZ. \$4.00.

BLUE PERFECTION. CLEAR BLUE. TR. PKT. 35¢; 1/4 OZ. 75¢; 1-OZ. \$2.75.

CHANTREYLAND. LARGE TRUE APRICOT. TR. PKT. 50¢; 1/4 OZ. \$1.50; 1-OZ. \$5.00.

JOHNY-JUMP-UPS. TINY PURPLE & BLUE. TR. PKT. 50¢; 1-16TH OZ. \$1.00.

YELLOW PERFECTION. CLEAR GOLDEN YELLOW. TR. PKT. 35¢; 1/4 OZ. 75¢; 1-OZ. \$2.75.

WHITE PERFECTION. PURE WHITE. TR. PKT. 35¢; 1/4 OZ. 75¢; 1-OZ. \$2.75.

OREGON FLORISTS' MIXTURE. A COMPLETE WELL BALANCED MIXTURE. TRADE PACKET 35¢; 1/4 OZ. \$1.00; 1-OZ. \$3.00.

PLEASE NOTE THAT ALL OF OUR TRADE PACKETS ARE LIBERAL.

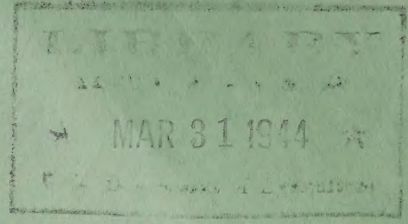
THIS YEAR WHEN TIRES ARE SO SCARCE, MANY PEOPLE WILL HAVE A GREAT DEAL MORE TIME FOR THEIR GARDENS. AND AFTER THE SPRING RUSH ON ANNUAL PLANTS AND THE VEGETABLE PLANTS ARE GONE, YOU MAY BE SURE THAT THEY WILL BE COMING BACK AGAIN FOR PERENNIAL PLANTS. BE SURE TO TAKE ADVANTAGE OF THIS DEMAND. IT WILL BE A PROFITABLE ADDITION IN PLANT BUSINESS THAT IS OFTEN OVERLOOKED.

HERE IN OREGON WE HAVE EXPERIENCED A FINE EARLY SPRING AND WE CAN REPORT FAVORABLY TO YOU THAT OUR CROPS OF "FLOWER VALLEY" PERENNIALS SHOW GREAT PROMISE FOR A VERY FINE SEED CROP. AND AS WE SHIP ONLY FRESH NEW CROP SEEDS, WE WILL START SHIPPING AS SOON AS THE NEW CROPS ARE HARVESTED.

BEST WISHES FOR A PROFITABLE SEASON.

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OREGON'S "FLOWER VALLEY SEEDS" ARE BEST.

GROWERS.

IMPORTERS.

THE OREGON FLORISTS' SEED COMPANY.

SNAPDRAGON LIST.

COTTAGE GROVE, OREGON.

WHOLESALE ONLY.

WITH THE REMARKABLE PROGRESS THAT WE ARE CONTINUALLY MAKING IN IMPROVING OUR FLOWER STRAINS, THIS PROGRESS ALWAYS BRINGS NEW VARIETIES AND PREFERENCES. HOWEVER, WE BELIEVE THAT SOME OF OUR OLD TIME FAVORITES ARE STILL THE BEST MONEY MAKERS AND TAKE LESS CARE IN GROWING. WE HAVE THE NEWER VARIETIES, OF COURSE, AND A FEW NOVELTIES FROM TIME TO TIME ARE NICE TO HAVE. BUT DO NOT FORGET THE OLD FAVORITES, THEY ARE AS STAPLE AS SUGAR IN A GROCERY STORE.

SEE BOTTOM OF PAGE FOR SPECIAL PRICES.

- *303 AFTERGLOW, FAVORITE ORANGE BRONZE \$1.00.
 - *306 BEPHRA BAUR, IMPROVED LAVENDER \$1.00
 - *307 BEZDECK'S YELLOW WOUNDER, \$2.00
 - *308 CHEVROT MAID SUPREME, IMPROVED \$1.00 --GOOD ROSE PINK.
 - *309 CHEVROT MAID *WHITE \$1.00
 - *310 CHEVROT MAID *YELLOW \$1.00
 - *312 CEYLON COURT, DARK YELLOW. \$1.00
 - *314 CEYLON COURT LIGHT YELLOW \$1.00
 - *316 COATES GOLDEN YELLOW PERFECTION IMPR. \$1.00
 - *318 CINCINNATI, LIGHT ROSE (WIT) \$1.00
 - *320 DAYBREAK, BRIARCLIFFE ROSE \$1.00
 - *321 IVORY, IVORY WHITE, FAIR. \$2.00
 - *323 GLORIOUS, REDDISH BRONZE, EXCEPTIONALLY GOOD \$1.00
 - *321 LUCKY STRIKE, FINE WHITE, OLD BUT GOOD. \$1.00
 - *327 MARIE LOUISE, LIGHT SHELL PINK. BEAUTIFUL \$2.00
 - *330 MISS WOOTER, LIGHT GOLDEN ORANGE \$1.00
 - *333 NEW DAWN, LIGHT GOLDEN ORANGE \$1.00
 - *334 NEW DEAL, EARLY GOLDEN BRONZE \$1.00
 - *337 ORCHID BEAUTY, SHROCK'S ORCHID & BRONZE \$1.00
 - *339 ROSE QUEEN, (WIT) LATE DEEP ROSE \$1.00
 - *340 SCHLEGEL'S EARLY WHITE \$2.00
 - *341 SCHLEGEL'S EARLY YELLOW \$2.00
 - *342 SCHLEGEL'S MAIG, CRIMSON RED. MIDSEASON \$2.00
 - *345 SUNFAR, EARLY ROSY BRONZE \$1.00
 - *347 ST. LOUIS, EARLY PINK, BRIGHT SILVERY PINK \$2.00
 - *348 TERRY'S SURPRISE, IMPR. PINK & BRONZE \$1.00
 - *350 VELVET BEAUTY, STANDARD RED \$1.00
 - *351 WESTOVER'S FRINGED WHITE LATE FOR SPRING \$1.00
 - *352 WHITE ROCK, STANDARD WHITE, OLDTIMER \$1.00
 - *353 WHITE WOUNDER, GOOD WHITE \$1.00
 - *357 WINTER HELEN, BEST SALMON PINK \$1.00
 - *358 WINDMILLER'S CHRISTMAS CHEER, EARLY CHEV, MAID PINK \$2.00
 - *359 WINDMILLER'S LIAC \$2.00
 - *360 WINDMILLER'S EARLY TALLISMAN, EARLY BRONZE \$2.00
- \$ 1.00 TRADE PACKETS, 3 FOR \$ 2.25: 5 FOR \$ 3.50
 \$2.00 TRADE PACKETS 3 FOR \$5.00: 5 FOR \$7.50
 1/2 TRADE PACKETS OF \$1.00 VARIETIES 50¢: 3 FOR \$1.25.
 1/2 TRADE PACKETS OF THE \$2.00 VARIETIES, \$1.00: 3 FOR \$2.50: 5 FOR \$3.50

BE SURE YOU ORDER ENOUGH SEED.

OTHER VARIETIES ON REQUEST AND WE WILL ALSO SEND ORIGINATORS GROWING INSTRUCTIONS ON REQUEST.

PLEASE ORDER EARLY.

"FLOWER VALLEY SEEDS" ARE ALWAYS BEST.

